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# Inside Information

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## A PEEK AT INSIDE

A new publication series...some comments about scientific publishing...COSDA's newsletter...some energy experiments by inf folks... a new "contest" about word pictures...and so forth and so forth.

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## HEW BECOMES HHS

After May 4, we're all wrong to refer to HEW as the Department of Health, Education and Welfare. Instead, we should call it HHS for the Department of Health and Human Services...all in accordance with the Department of Education Organization Act (Public Law 96-88) effective May 4. On that date all education functions were transferred to the Department of Education. (Does that mean we now have two outfits called DOE? Department of Energy and Department of Education? We'll see.)

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## A NOTE ABOUT NOTES

Nelson Fitton, GPA, tells us that at the request of the Agricultural Marketing Service, we shall now have a new Department publication series called "Technical Notes." The series will allow us to publish analytical methods and research findings related to those methods in a series all its own. Nelson also says the series will be suitable for pubs issued by other agencies. He'll describe the specifications in a memo to agencies shortly.

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## TOO MUCH SUCCESS?

Speaking of publications, maybe we should read a publication offered by the Consumer Information Center called "You Could Stop a Crime."

That's because since last fall, we've been trying to stop the run on USDA publications offered by CIC. Problem was that we've had to pay CIC postage money on a fund limited by Congress for FY 1980 and we've been trying to slow up requests in order to stretch the funds through the year. CIC cut our catalog offerings and stopped promoting or even mentioning USDA publications last fall. But the deluge has been unstoppable... in the first 6 months CIC distributed more USDA pubs than in all of last year. The money ran out, so from now until next fall, folks asking for a USDA title get a note from CIC saying in effect, we're sorry. USDA pubs won't be listed in summer and early fall catalogs of CIC.

Among the 138 free publications offered, USDA pubs were 1, 2 and 3. Number 1 was "Food," the colorful job released last

September which unveiled the new 5th food group. More than a third of CIC requests were for that job.

No. 2 and 3 were "Grow Your Own Vegetables," and "Home Food Preservation"--31% and 30% respectively. They were reprints from the 1977 Yearbook.

Then USDA pubs also accounted for 12 of the top 20 pubs requested...another new high for any department's publications offered by CIC. In addition to supplying the top three publications requested, USDA jobs copped 9th place...then made a solid run of 12th through 20th, with the exception of the 19th publication...that one called "You Could Stop a Crime."

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#### WHY PUBLISH OR PERISH

From the Philippines, Tom Hargrove sends us a paper about publishing that has a different pitch. He presented the paper at the Special International Symposium on Rice Research Strategies for the Future. Title of his paper was "Scientific Publication in Rice Improvement," which he co-authored with V. T. John.

In short, Tom pointed out that "rice scientists, like other researchers, are motivated to publish in prestigious journals not only to communicate but also to stake claims on 'intellectual property' and to gain international recognition." But, Tom noted, the rice scientists in the developing nations appear dependent on highly developed country literature...both as information sources and as outlets to publish their best research results. He called the trend slow and costly...and a possible misdirection of scarce resources. Tom and John recommended establishment of a prestigious, reviewed journal or research paper series that recognizes applied rice research open to all authors.

If you want a copy of Tom's paper, write him at the International Rice Research Institute (IRRI), P.O. Box 933, Manila, Philippines.

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#### MORE ON '79 YEARBOOK

If you saw the May 4 Sunday supplement, "Parade," in your newspaper, you no doubt noticed the big spread about the 1979 Yearbook of Agriculture. Unfortunately the article didn't tell people how to get copies.

Who knows who will get letters requesting the book. If you do, let folks know that copies are available for \$4.50 from the Supt. of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

"Parade" claims about 20-1/2 million readers...already we're feeling the effects of that readership in new requests for the book.

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#### JCP PRINTING HEARINGS

During the week of May 19, the Congressional Joint Committee on Printing will conduct the second in a series of factfinding inspections and public meetings. This one will be in Atlanta.

Purpose of the meetings is to obtain "input to update the Government Printing and Binding Regulations issued by JCP."

An earlier meeting was held in Chicago last month. Later ones will be in St. Louis; Columbus, Ohio; Denver; Boston; Seattle; San Francisco; and Los Angeles.

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#### COSDA'S COURIER

Charles M. Allen, Jr., Florida, who is Newsletter Editor for the publication of the Communication Officers of State Departments of Agriculture, sent "Inside..." a copy of the April issue. It's called "Courier," and contains a listing of all COSDA members around the country...among other items of interest.

Those of you who are not members of COSDA can become associate members for 5 bucks...and probably receive "Courier" regularly as a result. We noted the membership point to "Inside..." readers a short time ago...now we notice that F. Carlyle Teague is treasurer of COSDA at this address: Director, Public Affairs, N.C. Dept. of Agric., P.O. Box 27647, Raleigh, N.C. 27611. He'll take your money.

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#### ANOTHER CONTEST FOR YOU

Those IPA's (Intergovernmental Personnel Act folks) Mason Miller brings into the Science and Education Administration-Cooperative Research always have a good shot at some of the things the rest of us produce. That's good in a way since they see things from a different perspective.

Don Schwartz, N. Dakota State U.'s journalism head here this year, sees everybody's press releases. As a result of some peculiar words he's seen lately, he asks if "Inside..." has ever come up with a category for "word pictures the world could do without."

Not yet. But if you've some good examples, send them to us and we'll pass them on...might even offer some "prizes" for the best.

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#### THE PROOF IS IN RESULTS

While pulling together facts for a feature about a possible alternative to gasohol, such as injecting alcohol plus water from a separate fuel tank rather than mixing alcohol without water into the gasoline tank, George Holcomb, GPA, became so curious about the idea that he bought an injector and had it installed on a 1971 VW squareback model 411 with electronic fuel injection.

He has had it running about 4 months...through the coldest winter weather and some of the warmest days. He's tried various proportions of water and ethanol with the injector.

"Subjectively, it seems to have much more power when I use a mixture of 75% alcohol and 25% water rather than a 50-50 mix," he says, "but I have no objective proof of that." (Sounds like 75% proof to us.) Anyhow, George also says the additional alcohol does add more octane to the engine during acceleration.

George has had an inquiry about his system and wonders if the manufacturer (another foreign car maker) is going to beat U.S. manufacturers to the punch and come out with an all-alcohol burning car...which he says is being used already in Brazil.



PLAN AHEAD!

There's nothing like advance notice...which we got from Les Schlup, retired, the other day. Les sent us a flyer about the 14th annual St. Mary's County Oyster Festival..."with the national oyster shucking championships and first annual oyster cook-off." Date is October 18-19, 1980. Mark that down on your calendars.

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HURRY ON THIS ONE

Teresa Ewert, with the Forest Service at St. Paul, writes that FS is advertising for a technical publications editor (biological science), GS-7/9/11 for the North Central Forest Experiment Station there in St. Paul.

Person hired will edit pubs, including major technical bulletins, highly scientific papers and articles for trade journals and conservation magazines.

Closing date was May 7 (we got the announcement late). But if you will contact the Personnel Management Group of the St. Paul office and ask for Teresa, you might still get consideration. Call (612) 642-5261. Ask about vacancy announcement NC-80-28.

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AND IN BLUEGRASS  
COUNTRY

According to Dean Wolfe, U. of Kentucky, there are two job openings on the Lexington staff...both extension inf specialists. One is a writing job in press and the other an editor job for ag pubs.

Both positions are open on July 1...applications welcome until June 1...or until a suitable applicant is found. Minimum requirements are the same...a master's in journalism/comm with a strong background in ag, or a master's in ag with a bachelor's in journalism/comm.

For the press opening, contact Dean at Room 131, Ag Experiment Station Building, U. of Kentucky, Lexington 40546 or call him on (606) 257-3850.

For the publications opening, contact Leo E. Brauer--same mailing address--or call on (606) 257-4756.

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DAVE SUCCEEDS BILL

David M. Jenkins has been promoted at N. Carolina State U. to be head of the Dept. of Ag Inf. He succeeds Bill Carpenter who asked to step down after 21 years in the job to be publications editor for the department.

Dave will become new head July 1. Currently he's in charge of educational media in the department...earlier he was with the state department of public instruction and director of media services for Palm Beach (Fla.) Junior College.